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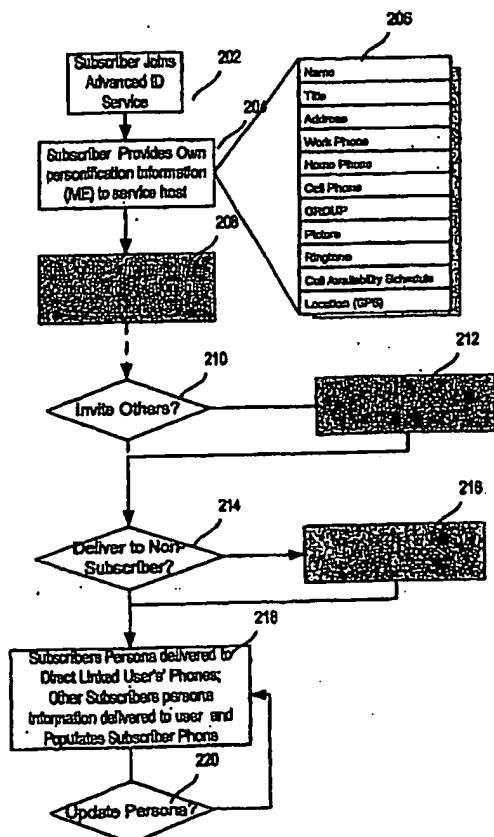
(57) Abstract: A system and method of advanced identification in-
formation to be created and distributed to users of wireless commu-
nication devices, such as mobile phones. Subscribers can define their
own personas as collections of information which define the users.
Subscribers can then publish their persona(s) to their friends' and as-
sociates' mobile phones, and update the others' address books with the
subscriber's contact information. Users can specify different personas
to be presented to different users.

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